

NOW IN NYC

LIVING WELL

A NEW LEAF

Russell Markus just wanted to help ease his mother's pain. He tried all sorts of healthy alternatives, from chia seeds to sensory deprivations tanks, but nothing could alleviate his mother's physical and mental struggles from arthritis, fibromyalgia and sciatica—until he found CBD oil. After the discovery, Markus launched **Lily CBD**, a hemp-based cannabidiol oil that calms the mind and nurtures the body. Made with organic-practice hemp CBD oil and non-GMO MCT coconut oil, Lily CBD is now expanding throughout New York and Los Angeles during the height of a CBD oil frenzy. Markus has partnered with local shops such as HealHaus (a wellness center in Brooklyn), Clover Grocery in the West Village and Office Coffee on Canal Street, among others. "As the industry grows, there's going to be a range of quality in the market," Markus says. "We needed to be able to sit with farmers, help in the harvest, and touch and feel the product. We have to strive to share high-quality CBD grown with integrity." \$99-\$249, *Clover Grocery*, 259 Sixth Ave., lilycbd.com —Kai Burkhardt

Lily CBD
1500mg, \$249Tatyana
sapphire layered
necklace, rental \$65

BAUBLE BUZZ

ROCK STAR

Marilyn Monroe sang that diamonds were a girl's best friend, and Coco Chanel insisted that "a woman needs ropes and ropes of pearls." Bridal jewelry designer Urvi Tejani's new endeavor, **Red Carpet Rocks** (redcarpetrocks.com), allows clients to easily sport the kinds of baubles these icons wore. The service offers clients fine costume jewelry to rent for a three-day period. After choosing from the array of rings, bracelets, necklaces and earrings inspired by celebrity red-carpet looks, clients will receive accessories hand-delivered, to be picked up when the rental period is concluded. "Shoppers can rest assured that they'll find the perfect piece of jewelry for any occasion or celebration," Tejani says. "The Red Carpet Rocks rental process is just as easy as borrowing from your best friend." —MM

Flâneur in
watercolor
natural
lizard,
\$2,915

WELL-HEELED

HIGH-STEPPING

New York Fashion Week saw an extensive parade of shoes. Countless heels, sneakers and sandals strutted the runway, but one Italian luxury brand put its best foot forward, announcing a new line of loafers. Breaking into the footwear scene in September, Milan-based **Bougeotte**'s fall and winter line highlighted craftsmanship and its specialty in the modern flâneur loafer and mule. The footwear collection was manufactured in Bougeotte's Italian laboratories with nearly 80 percent of products completely handmade. With shoes made of exotic leathers, such as ostrich and lizard, the women's design company's collection hosts a variety of profiles and patterns, most notably a series of fur-topped loafers. The lifestyle brand's line revisits classicism and features cashmere, suede and soft poule tweed. Inspired by the elite traveler, Bougeotte appears to be making a beeline to the forefront of the high fashion footwear industry. *Bergdorf Goodman*, 754 Fifth Ave., bougeotte.it —KB

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